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Index

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MARKETING IN EUROPE (MIE) is a monthly publication providing detailed, independent studies of markets for specific consumer products and services in Europe. The countries covered are the original six EC countries (West Germany, France, Italy, Belgium, Luxembourg and the Netherlands). Other continental markets are occasionally featured, while the UK is covered by a separate publication, **RETAIL BUSINESS**.

Subscription Rates

All inclusive of postage

	United Kingdom £	*Other Europe* £	*North America* US$	*Rest of World* £
Full subscription (all three groups): 12 issues per year	228	234	438	243
Subscription to two groups of products: 8 issues per year	192	196	360	202
Subscription to one group of products: 4 issues per year	121	123	219	126
Duplicate subscriptions				
All three groups	78	84	165	93
Two groups	65	69	134	75
One group	42	44	82	47
Single copy of any issue	45	46	86	48

Publication format

A year's subscription comprises a total of twelve issues, subdivided into three groups of four quarterly issues. Each group covers a carefully defined product field and can be subscribed to separately by those who do not require information on the other two product groups.

The three product groups are:

1. **Food, Drink, Tobacco** (January, April, July, October)
2. **Clothing, Furniture, Leisure Goods** (February, May, August, November)
3. **Chemist Goods, Household Goods, Domestic Appliances** (March, June, September, December)

Each issue contains:

- **Basic Statistical Data.** Area, population, national income, gross domestic product and currency values for the EC member states.
- **Trade Reviews.** Broad product sectors in individual EC countries are reviewed each month: basic market data are brought up to date and the latest trends highlighted. A total of 30 Trade Reviews are published systematically each year.The Trade Reviews enable subscribers to monitor markets in which they are interested.
- **Special Reports.** Each issue usually contains three Special Reports, providing in-depth analysis of the market for a specific product or product group. Information is provided under the following main headings.

Introduction	Brands
Production	Market Shares
Foreign Trade	Distribution
Apparent Consumption	Price and Margins
Consumption Patterns	Advertising and Promotion
Manufacturers	Prospects

Availability of issues

Back copies are available from Subscriptions Department, Economist Publications Ltd, 40 Duke Street, London W1A 1DW

Index to numbers 1–170

An index to issues before No. 170 January 1977 of MARKETING IN EUROPE is available from EPL offices.

Key to countries

B	Belgium	I	Italy
F	France	D	Denmark
N	Netherlands	A	Austria
Sc	Scandinavia	Sp	Spain
G	West Germany	Swi	Switzerland
Gr	Greece		

Trade Reviews

Trade Reviews are scheduled on a regular annual pattern according to product group and according to country. In this way, West Germany is grouped with Italy, and Belgium with France and the Netherlands.

Trade Reviews for each country are presented in three sections – Market Size, Market Features and Prospects. Under MARKET SIZE, basic data on production, foreign trade and consumption are brought up to date. MARKET FEATURES cover recent developments in the sector concerned as well as concentrating on different market aspects each year, chosen from a wide range of topics: advertising and promotion (expenditure, media, methods); manufacturers (size, market shares, mergers); price movements; distribution and margins (number and size of outlets, share of channels and outlets in sales, mark-ups); consumption patterns (ownership levels, per caput consumption, socio-economic breakdown of demand); product development (new product lines); etc. PROSPECTS sections assess future developments in the light of economic and market factors.

Annual Trade Review schedule

Month	Countries	Product Group	Topic
January	GI	Food, Drink, Tobacco (1)	Non-Alcoholic and Alcoholic Beverages (2-part)
February	BFN	Clothing, Furniture, Leisure Goods (2)	Furniture and Furnishings (2-part)
March	GI	Chemist Goods, Household Goods, Domestic Appliances (3)	Pharmaceuticals, Cosmetics and Toiletries, Cleaning Products (3-part)
April	BFN	Food, Drink, Tobacco (1)	Processed and Preserved Foods, Confectionery and Bakery Products (2-part)
May	GI	Clothing, Furniture, Leisure Goods (2)	Clothing and Footwear (2-part)
June	BFN	Chemist Goods, Household Goods, Domestic Appliances (3)	Domestic Appliances and Sound Equipment (2-part)
July	GI	Food, Drink, Tobacco (1)	Processed and Preserved Foods, Confectionery and Bakery Products (2-part)
August	BFN	Clothing, Furniture, Leisure Goods (2)	Clothing and Footwear (2-part)
September	GI	Chemist Goods, Household Goods, Domestic Appliances (3)	Domestic Appliances and Sound Equipment (2-part)
October	BFN	Food, Drink, Tobacco (1)	Non-Alcoholic and Alcoholic Beverages (2-part)
November	GI	Clothing, Furniture, Leisure Goods (2)	Furniture and Furnishings (2-part)
December	BFN	Chemist Goods, Household Goods, Domestic Appliances (3)	Pharmaceuticals, Cosmetics and Toiletries, Cleaning Products (3-part)

Key to issue numbers

Issue	Date		Issue	Date		Issue	Date		Issue	Date	
226	September	1981	242	January	1983	258	May	1984	274	September	1985
227	October	1981	243	February	1983	259	June	1984	275	October	1985
228	November	1981	244	March	1983	260	July	1984	276	November	1985
229	December	1981	245	April	1983	261	August	1984	277	December	1985
			246	May	1983	262	September	1984			
230	January	1982	247	June	1983	263	October	1984	278	January	1986
231	February	1982	248	July	1983	264	November	1984	279	February	1986
232	March	1982	249	August	1983	265	December	1984	280	March	1986
233	April	1982	250	September	1983				281	April	1986
234	May	1982	251	October	1983	266	January	1985	282	May	1986
235	June	1982	252	November	1983	267	February	1985	283	June	1986
236	July	1982	253	December	1983	268	March	1985	284	July	1986
237	August	1982				269	April	1985	285	August	1986
238	September	1982	254	January	1984	270	May	1985	286	September	1986
239	October	1982	255	February	1984	271	June	1985			
240	November	1982	256	March	1984	272	July	1985			
241	December	1982	257	April	1984	273	August	1985			

Alphabetical list of topics covered in Trade Reviews

	West Germany and Italy		Belgium, France and the Netherlands	
	Issue	Date	Issue	Date
Beer	242	Jan 83	239	Oct 82
	254	Jan 84	251	Oct 83
	266	Jan 85	263	Oct 84
	278	Jan 86	275	Oct 85
Carpets	240	Nov 82	243	Feb 83
	252	Nov 83	255	Feb 84
	264	Nov 84	267	Feb 85
	276	Nov 85	279	Feb 86
Cleaning Products	244	Mar 83	241	Dec 82
	256	Mar 84	253	Dec 83
	268	Mar 85	265	Dec 84
	280	Mar 86	277	Dec 85
Clothing	246	May 83	249	Aug 83
	258	May 84	261	Aug 84
	270	May 85	273	Aug 85
	282	May 86	285	Aug 86
Confectionery	239 (I)	Oct 82	245	Apr 83
	248 (G)	Jul 83	257	Apr 84
	260	Jul 84	269	Apr 85
	272	Jul 85	281	Apr 86
	284	Jul 86		

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	West Germany and Italy		Belgium, France and the Netherlands	
	Issue	Date	Issue	Date
Cosmetics	244	Mar 83	241	Dec 82
	256	Mar 84	253	Dec 83
	268	Mar 85	265	Dec 84
	280	Mar 86	277	Dec 85
Dairy Products	239 (I)	Oct 82	245	Apr 83
	248 (G)	Jul 83	257	Apr 84
	260	Jul 84	269	Apr 85
	272	Jul 85	281	Apr 86
	284	Jul 86		
Electrical Domestic Appliances	250	Sep 83	247	Jun 83
	262	Sep 84	259	Jun 84
	274	Sep 85	271	Jun 85
	286	Sep 86	283	Jun 86
Fish – Preserved	248 (G)	Jul 83	245	Apr 83
	260	Jul 84	257	Apr 84
	272	Jul 85	269	Apr 85
	284	Jul 86	281	Apr 86
Footwear	246	May 83	249	Aug 83
	258	May 84	261	Aug 84
	270	May 85	273	Aug 85
	282	May 86	285	Aug 86
Fruit – Preserved	239 (I)	Oct 82	245	Apr 83
	248 (G)	Jul 83	257	Apr 84
	260	Jul 84	269	Apr 85
	272	Jul 85	281	Apr 86
	284	Jul 86		
Furnishings	240	Nov 82	243	Feb 83
	252	Nov 83	255	Feb 84
	264	Nov 84	267	Feb 85
	276	Nov 85	279	Feb 86
Furniture	240	Nov 82	243	Feb 83
	252	Nov 83	255	Feb 84
	264	Nov 84	267	Feb 85
	276	Nov 85	279	Feb 86
Knitwear	246	May 83	249	Aug 83
	258	May 84	261	Aug 84
	270	May 85	273	Aug 85
	282	May 86	285	Aug 86
Meat – Preserved	238 (I)	Oct 82	245	Apr 83
	248 (G)	Jul 83	257	Apr 84
	260	Jul 84	269	Apr 85
	272	Jul 85	281	Apr 86
	284	Jul 86		
Pharmaceuticals	244	Mar 83	241	Dec 82
	256	Mar 84	253	Dec 83
	268	Mar 85	265	Dec 84
	280	Mar 86	277	Dec 85

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	West Germany and Italy		Belgium, France and the Netherlands	
	Issue	Date	Issue	Date
Soft Drinks	242	Jan 83	239	Oct 82
	254	Jan 84	251	Oct 83
	266	Jan 85	263	Oct 84
	278	Jan 86	275	Oct 85
Sound Equipment	250	Sep 83	247	Jun 83
	262	Sep 84	259	Jun 84
	274	Sep 85	271	Jun 85
	286	Sep 86	283	Jun 86
Spirits	242	Jan 83	239	Oct 82
	254	Jan 84	251	Oct 83
	266	Jan 85	263	Oct 84
	278	Jan 86	275	Oct 85
Toiletries	244	Mar 83	241	Dec 82
	256	Mar 84	253	Dec 83
	268	Mar 85	265	Dec 84
	280	Mar 86	277	Dec 85
Vegetables – Preserved	239 (I)	Oct 82	245	Apr 83
	248 (G)	Jul 83	257	Apr 84
	260	Jul 84	269	Apr 85
	272	Jul 85	281	Apr 86
	284	Jul 86		
Washing Powder	244	Mar 83	241	Dec 82
	256	Mar 84	253	Dec 83
	268	Mar 85	265	Dec 84
	280	Mar 86	277	Dec 85
Wine	242	Jan 83	239	Oct 82
	254	Jan 84	251	Oct 83
	266	Jan 85	263	Oct 84
	278	Jan 86	275	Oct 85

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Subject	Country and Issue	Date
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Aperitifs – Vermouth and	I 188	Jul 78
—	— 260	Jul 84
Appliances – Small Electrical	B 268	May 85
Applicances – Small Electrical Kitchen	B 199	Jun 79
—	G 214	Sep 80
Baby Foods	N 230	Jan 82
—	F 236	Jul 82
—	G 278	Jan 86
Baby Toiletries	F 217	Dec 80
Babywear	B 228	Nov 81
Babywear and Children's ' Clothing	F 186	May 78
—	— 279	Feb 86
Bath Additives	G 187	Jun 78
Bathroom Fittings	F 201	Aug 79
Batteries – Dry-Cell	B 238	Sep 82
—	F 244	Mar 83
—	G 268	Mar 85
Bedspreads and Blankets	I 189	Aug 78
Beef and Veal	I 197	Apr 79
Beer	G 236	Jul 82
—	— 284	Jul 86
—	I 257	Apr 84
—	B 260	Jul 84
—	F 266	Jan 85
—	N 275	Oct 85
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—	— 255	Feb 84
—	N 228	Nov 81
—	F 249	Aug 83
—	G 261	Aug 84
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—	G 248	Jul 83
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—	B 258	May 84
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Bread and Pastries	G 269	Aug 85
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—	N 281	Apr 86
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—	N 254	Jan 84
—	G 260	Jul 84
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Canned Vegetables	F 233	Apr 82
—	I 272	Jul 85
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—	I 231	Feb 82
—	G 249	Aug 83
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Carpets	B 231	Feb 82
—	G 234	May 82
Carpets and Rugs	Sp 186	May 78
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—	— 270	May 85
—	N 187	Jun 78
—	B 208	Mar 80
—	G 217	Dec 80
—	— 285	Aug 86
—	Swi 226	Sep 81
—	F 241	Dec 82
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Central Heating	G 202	Sep 79
—	N 214	Sep 80
—	B 220	Mar 81
—	I 229	Dec 81
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—	N 281	Apr 86
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—	N 200	Jul 79
— (Part 1)	F 206	Jan 80
— (Part 2)	— 209	Apr 80
—	B 218	Jan 81
—	Swi 227	Oct 81
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— and Babywear	F 279	Feb 86
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China and Earthenware Tableware	F 195	Feb 79
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—	N 263	Oct 84
Cigars and Cigarillos	N 218	Jan 81
— and Pipe Tobacco	G 245	Apr 83
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Chocolate	Swi 245	Apr 83
—	B 254	Jan 84

Subject	Country and Issue	Date
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— Household	N 202	Sep 79
—	I 271	Jun 85
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—	G 175	Jun 77
—	— 241	Dec 82
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—	— 279	Feb 86
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—	— 263	Oct 84
—	B 185	Apr 78
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—	G 264	Nov 84
—	I 286	Sep 86
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—	B 254	Jan 84
—	F 284	Jul 86
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—	I 262	Sep 84
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—	G 265	Dec 84
— (Domestic Appliances)	Sp 283	Jun 86
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—	N 238	Sep 82
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—	I 250	Sep 83
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—	G 276	Nov 85
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—	N 192	Nov 78
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—	N 284	Jul 86
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—	B 198	May 79
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—	F 257	Apr 84
—	G 278	Jan 86
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Electrical Appliances – Small Kitchen	B 199	Jun 79
—	G 214	Sep 80
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—	N 277	Dec 85
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—	— 272	Jul 85
—	B 206	Jan 80
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—	I 209	Apr 80
—	G 275	Oct 85
—	Sp 281	Apr 86
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—	N 264	Nov 84
—	G 267	Feb 85
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—	N 189	Aug 78
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—	I 271	Jun 85
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—	I 276	Nov 85
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Subject	Country	and Issue	Date
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—	F	240	Nov 82
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—	B	198	May 79
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—	F	208	Mar 80
—	B	232	Mar 82
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—	I	276	Nov 85
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—	—	255	Feb 84
—	N	228	Nov 81
—	G	261	Aug 84
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—	I	279	Feb 86
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—	G	178	Sep 77
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—	F	221	Apr 81
—	B	242	Jan 83
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—	N	193	Dec 78
—	—	271	Jun 85
—	B	196	Mar 79
—	—	280	Mar 86
—	G	259	Jun 84
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—	N	252	Oct 83
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—	N	204	Nov 79
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—	F	230	Jan 82
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—	— 270	May 85
—	N 187	Jun 78
—	B 208	Mar 80
—	Swi 226	Sep 81
—	F 241	Dec 82
—	G 285	Aug 86
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—	— 265	Dec 84
—	G 271	Jun 85
—	N 277	Dec 85
—	F 286	Sep 86
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—	G 276	Nov 85
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—	N 215	Oct 80
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—	B 266	Jan 85
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—	B 286	Sep 86
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EIU Special Report No.1056 by Clive Grant

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